



ASX RELEASE

21 April 2017

Strong growth in Tinybeans user base

Highlights:

- **Tinybeans' growth strategy has driven user acquisition to rise by more than 52% year-on-year to March 2017, with annual growth in the Company's active user base of more than 24%**
- **New employer benefits partnerships with Google and Target set to contribute to strong growth of the Tinybeans platform in 2017**
- **Discussions progressing with several international baby brands demonstrating further adoption of the Tinybeans platform to market their products.**

Social media platform provider Tinybeans Group Limited ((ASX: TNY), "Tinybeans" or "the Company") is pleased to advise of strong recent growth in user activity and recent business development initiatives.

More than 1.6 million parents and family members in over 200 countries are now Tinybeans members.

During the March quarter, the Company attracted **more than 150,000 new users** to trust Tinybeans with the private and secure recording and sharing of their children's moments and milestones with family and friends.

The Company's development of innovative user acquisition strategies, with strong word of mouth referrals, has resulted in Tinybeans achieving **user growth of 52.7%** over the year to March 2016.

At the same time, Tinybeans has grown its active base (those who use the platform at least once per month) to more than 578,000 users. This represent year-on-year growth in the Company's active users to **more than 24%**.

Tinybeans Executive Chairman and CEO, Eddie Geller, said:

Tinybeans Group Limited (ASX: TNY)

ACN 168 481 614

Level 2, 105 Reservoir Street Surry Hills NSW 2010 Australia

t: +612 9212 2524 e: info@tinybeans.com w: www.tinybeans.com



"We are thrilled and humbled to have reached and engaged so many new Tinybeans members over the past year — particularly given we have achieved our solid recent growth without deploying any additional resources.

"We understand our work is only just beginning. The Company has carefully planned and is deploying funds from new investors toward accelerating its strategy to deliver continued growth of the Tinybeans platform.

"We anticipate a strong ramp in user acquisition in 2017 to lead to further growth with endemic baby brands interested in advertising on the platform.

The Company has progressed several initiatives in 2017 which are contributing to growth and engagement of its user base.

Both Google Inc and Target in the US are now offering Tinybeans Premium Subscriptions free for the first 12 months as a perk to US employees, in recognition of the joy the platform brings to its global workforce and their families at home.

Tinybeans is progressing discussions with several high-profile international corporate brand owners. The Company looks forward to updating investors on the outcomes of these discussions and the impact on the business from potential partnerships.

For more information, please contact:

Eddie Geller

Executive Chairman and CEO
eddie@tinybeans.com

Tim Dohrmann

Investor and Media Enquiries
+61 468 420 846
tim@nwrcommunications.com.au

About Tinybeans Group Limited

Tinybeans Group Limited (ASX: TNY) owns and operates the established and globally trusted social media platform Tinybeans.

Tinybeans Group Limited (ASX: TNY)

ACN 168 481 614
Level 2, 105 Reservoir Street Surry Hills NSW 2010 Australia
t: +612 9212 2524 e: info@tinybeans.com w: www.tinybeans.com



Tinybeans is the safer way for parents to record and share precious moments and milestones with family and friends privately and securely. Founded in Sydney, Australia in 2012, Tinybeans has built a deeply engaged customer base and currently has more than 5780,000 monthly active users and over 1,600,000 registered users.

Tinybeans provides parents with rich content about developmental milestones and offers parents products and services based on the age and developmental stage of their child. The Company currently generates revenue from premium subscriptions, advertising from brands, the sale of printed products and the sale of targeted usage data and market analytics.

www.tinybeans.com

Tinybeans Group Limited (ASX: TNY)

ACN 168 481 614

Level 2, 105 Reservoir Street Surry Hills NSW 2010 Australia

t: +612 9212 2524 e: info@tinybeans.com w: www.tinybeans.com